

Re:invent Your Career[®] **EXPO**

The Careers Event for Adults



Communicate with the Best Talent



Message from the Managing Director



Reinvent Your Career® Managing Director, Nic Ricciuti

2010 in review

Since our inception in 2007 the **Reinvent Your Career®** Centre Australia continues to research the human resources marketplace. We ask Australia's key employers, educators and trainers about the need for adult communication platforms that allow access to specific industry and organisational skills needs. Simultaneously, we have surveyed over 5000 working Australians on their experience in accessing relevant information when it comes to jobs and opportunities in Australia.

Conclusion! We have a communication issue, if meeting Australia's skills needs is to be attained from the current Australian workforce.

This year 73% of career changers found adult career information difficult to access prior to contact with the **Reinvent Your Career®** Events.

As we look towards the immediate future, it seems that the war for talent will once again intensify, placing Human Resource personal under even more pressure to attract and retain the best talent in order for their organisations to enter a phase of sustainable growth.

This has prompted visionary employers, educators and trainers to broaden their employer branding propositions and course structures respectively to actively attract Australia's transitioning 'Real Age' career person by increasing their 'VQ' (Vocational Intelligence).

The **Reinvent Your Career®** initiative was simply created for organisations to communicate their Employee Value Proposition effectively. As a consequence, now you can attract the best talent. This is a unique audience, who are in transition because they are bored, stagnating, re-entering the workforce or confident enough in their own abilities to reinvent their career.

In 2010 our team at **Reinvent Your Career®** has double due to the success of the Expos in Brisbane, Melbourne and Sydney with over 15,000 adult visitors attending the 3 events. Concentrating on these three cities that occupy over six million Australian workers meant that an increase of interstate and regional organisations attended in order to communicate and attract this workforce.

Providing organisations the only intentional platform to communicate face to face to the 'real age' demographic of 22-59 year olds

Greater return on investment

Organisations Feedback

Educators and trainers feedback, which constituted 70% of our exhibitor space, was one of enormous satisfaction. The **Reinvent Your Career®** Expos proved to be a 'goldmine' for this market.

Employers which attended experienced feedback about their employer brand which offered an insight about their own (EVP) Employee Value Proposition. Whilst most employers claimed dramatic recruitment cost savings, they also ascertained that they had to rework and refocus their employer brand message to this unique market in order to obtain maximum return.

Looking Ahead

The Work Force 'Age Gap' Skills Crisis is set to worsen as we move forward over the next ten years. Leadership in Business and government will pass almost completely from the Baby Boomers to the Gen X's and Gen Y's.

Over 260,000 Australians will celebrate their 60th birthday in 2011. 39 % of the workforce is now over the age of 45 years old with developed skill sets fought over by their employers. Yet, workers younger than 25 years old only account for 17% of the workforce.

So who is going to fill the gap as older workers seek retirement or scale back their work commitments or exit the workforce all together?

Reinvent Your Career® is delighted to be assisting employers, educators and trainers in bringing Vocational Intelligence 'VQ' to the career market. With your involvement we can assist workers find their career passion whilst providing them with the knowledge to turn that passion into a reality. Placing workers into careers they truly value with your organisation, help them stay longer in the workforce and increase their work quality and output would only increase your bottom line.

Reinvent Your Career® is already the benchmark in marketing when it comes to media exposure. 2011 will see an even bigger commitment towards mainstream marketing of this initiative as it continues to grow. This year we will be deliberately expand into the graduate sector. Employers can now utilise our events to reach their graduate recruitment quota as well as reaching the 'Real Age' Career market. These events now provide your organisation a double edged sword in planning for growth.

Due to the overwhelming popularity of the events seminars, 2011 will see expansion by offering an industry focused seminar area with a room also seating 120 people holding dynamic industry seminars. This will attract an even larger audience through increase careers and employment information being offered.

'This year we will deliberately expand into the graduate sector'

Proud to announce a sponsorship opportunity to align your organisation with the CDAA

The Career Development Association of Australia (CDAA), Australia's leading peak body for professional career development practitioners and career counsellors, will also be a growth area at the events due to its incredible success in 2010. Sessions for career check-ups at each of our events were completely booked out prior to 11am both days warranting massive growth. I am proud to announce a sponsorship opportunity to align your organisation with the CDAA. This will provide 12 month branding as a choice employer throughout the CDAA membership and will provide a greater return on investment.

All indications suggest that 2011 is going to be our most successful year and we look forward to having your organisation on board and assisting you in achieving your employer brand and growth strategies.

I encourage you to consider being part of Australia's only intentionally adult communication platform which continues to re-educate a market place that struggles to find clear and transparent career information.

Sponsorship Opportunities

CATEGORY	NAME	DESCRIPTION	MEDIA VALUE
Level 1	Naming Rights Sponsor Must sponsor all expo's Melbourne, Sydney and Brisbane.	This sponsorship will receive the highest level status. The Naming Rights Sponsor receives branding recognition equivalent to the event name itself on all mass media marketing. Brand mark on all visual, audio and print media form part of the expo logo brand architecture.	Total National Exposure value \$1,134,761 Price \$350,000
Level 1	Major Sponsor Can be bought on a state by state basis.	"Reinvent Your Career® Expo - Sponsored By [your organisation] ". This recognition will be directly under the Expo Brand mark on all visual media but will not be part of the Expo logo brand architecture.	Exposure value \$1,021,261 National Price \$295,000 Melbourne \$100,000 Brisbane \$90,000 Sydney \$105,000
Level 2	Primary Exhibitor Sponsor Can be bought on a state by state basis.	An organisation can take primary exhibitor status within each expo. Reinvent Your Career® Expo's primary exhibitor [your organisation] . Prominent Branding on all visual mass media and includes a \$20,000 piggy back campaign and a 6 metre by 6 metre stand.	Exposure value \$432,400 National Price \$165,000 Melbourne \$55,000 Brisbane \$50,000 Sydney \$60,000
Level 3	Seminar Sponsor Can be bought on a state by state basis.	An organisation can take a Seminar Sponsor status for each expo. Placed at the bottom of visual mass media Seminar Sponsor ... [your organisation] Only 2 available per state. Includes 6x3 metre stand.	Exposure value \$148,000 National Price \$45,000 Melbourne \$15,000 Brisbane \$15,000 Sydney \$15,000
Level 3	Seminar Sponsor Plus Can be bought on a state by state basis.	This sponsorship is only available in conjunction with the seminar sponsorship. Add value to your seminar sponsorship by providing visitors to the Expo with a 'Seminar Guide' sponsored exclusively by [your organisation] . The 'Seminar Guide' is a 20pg A5 booklet with seminar schedule and notes to be used during seminars. Your logo will appear on each page and opportunity to include 3 advertisements inside and on back cover. Only 1 available per state	Exposure value \$12,000 National Price \$15,000 Melbourne \$5,000 Brisbane \$5,000 Sydney \$5,000
Level 3	Visitor Bag Sponsor Can be bought on a state by state basis.	An organisation can take a Visitor Bag Sponsor status for each expo. Your organisation gains the rights to supply and distribute your promotional bags as the official visitor bag given out for you at the entrance. Also the opportunity to insert your corporate brochures and marketing material. Only 1 available per state. Includes 6x3 metre stand.	Exposure value \$148,000 National Price \$45,000 Melbourne \$15,000 Brisbane \$15,000 Sydney \$15,000
Level 3	Career Development Association of Australia Sponsor Can be bought on a state by state basis.	An organisation can take the CDAA Sponsor status for each expo. Placed at the bottom of visual mass media CDAA Sponsor [your organisation] Only 1 available per state. Includes 6x3 metre stand. Extra benefits include feature story from your organisation on Reinvent Your Career® website, Press Release to all major media outlets of your sponsorship, CDAA logo for use on your marketing, your logo on prominent position on CDAA website home page, a trade booth at the CDAA National Career Conference, a banner advertisement in the CDAA e-bulletin for 12 months and a quarter page advertisement in the Australian Career Practitioner magazine.	Exposure value \$125,800 National Price \$42,000 Melbourne \$14,000 Brisbane \$14,000 Sydney \$14,000
Level 3	Section Sponsor Can be bought on a state by state basis.	An organisation can take a Support Sponsor status for each expo. Placed at the bottom of visual mass media Reinvent Your Career® Expo's Proudly Supported by ... [your organisation] Only 4 available per state. Includes 6x3 metre stand.	Exposure value \$90,700 National Price \$30,000 Melbourne \$10,000 1 left Brisbane \$10,000 2 left Sydney \$10,000 4 left
Level 4	Survey Sponsor Can be bought on a state by state basis.	An organisation can take the survey sponsor status for each expo. Your organisation gains exclusive access to the visitor database collected through the Reinvent Your Career® Exit Survey. Includes 2 x ipads to give away. Your logo on the Reinvent Your Career® website, in the official expo guide printed by the Media Partner, and at the entrance of expo.	Exposure value \$21,500 National Price \$15,000 Melbourne \$5,000 Brisbane \$5,000 Sydney \$5,000

* Correct at time of print.

Exhibition Stand Sizes

3 metre x 3 metre is the smallest stand size available.

Larger or alternative stand sizes - (e.g. 6 x 3 metres, 6 x 6 metres, 9 x 3 metres, 12 x 3 metres, 12 x 6 metres, etc.) are available on request.

Space only can be purchased also.

Stand includes:

- Walls
- Company Name
- Power
- Fascia Board
- Carpet
- Lights

NB: Furniture not included.
- Charged and ordered separately.





All prices are excluding GST

Plan & Save

20% off 9-12 prior to the event,
15% off 6-9 months prior to the event,
10% off 3-6 months prior to the event.

For a no obligation quote call us on 03 9866 2111

Book Now!

All orders are subject to a 14 day invoice

Size	Time of Sale	Discount	Commercial Business Rate	Gov, RTO, Private Educator	Universities and Tafes	Not for Profit
3 x 3	0-3 MONTHS	STANDARD	\$ 4,200	\$ 3,990	\$ 3,570	\$ 3,213
	3-6 MONTHS	10%	\$ 3,780	\$ 3,591	\$ 3,213	\$ 2,892
	6-9 MONTHS	15%	\$ 3,570	\$ 3,392	\$ 3,035	\$ 2,731
	9-12 MONTHS	20%	\$ 3,360	\$ 3,192	\$ 2,856	\$ 2,570
6 x 3	0-3 MONTHS	STANDARD	\$ 7,140	\$ 6,783	\$ 6,069	N/A
	3-6 MONTHS	10%	\$ 6,426	\$ 6,105	\$ 5,462	
	6-9 MONTHS	15%	\$ 6,069	\$ 5,766	\$ 5,159	
	9-12 MONTHS	20%	\$ 5,712	\$ 5,426	\$ 4,855	
9 x 3	0-3 MONTHS	STANDARD	\$ 10,710	\$ 10,175	\$ 9,104	N/A
	3-6 MONTHS	10%	\$ 9,639	\$ 9,158	\$ 8,194	
	6-9 MONTHS	15%	\$ 9,104	\$ 8,649	\$ 7,738	
	9-12 MONTHS	20%	\$ 8,568	\$ 8,140	\$ 7,283	
6 x 6	0-3 MONTHS	STANDARD	\$ 13,440	\$ 12,768	\$ 11,424	N/A
	3-6 MONTHS	10%	\$ 12,096	\$ 11,491	\$ 10,282	
	6-9 MONTHS	15%	\$ 11,424	\$ 10,853	\$ 9,710	
	9-12 MONTHS	20%	\$ 10,752	\$ 10,214	\$ 9,139	
Space only (PSM)	Space only is also subject to Early Bird Discounts		\$ 344	\$ 344	\$ 344	N/A

Expo Dates and Venues

City	Dates	Venue
Brisbane	26th + 27th March, 2011	Brisbane Convention and Exhibition Centre
Melbourne	18th + 19th June, 2011	Melbourne Exhibition and Convention Centre
Sydney	24th + 25th September, 2011	Sydney Convention and Exhibition Centre

2010 National Post Event Marketing Analysis

The 2010 National Post Event Marketing Analysis is comprised from the information taken from consumer exit surveys from the 2010 **Reinvent Your Career**® Expos in Brisbane, Melbourne and Sydney.

A total of 15,382 'Real Age' career seekers attended the **Reinvent Your Career**® Expos in 2010.

Reinvent Your Career® prides itself on being the only organisation in Australia to have a brand and an event which makes the prospects of 'Real Age' career transition, reskilling, retraining or complete reinvention more tangible and attainable to Australia's main working demographic.

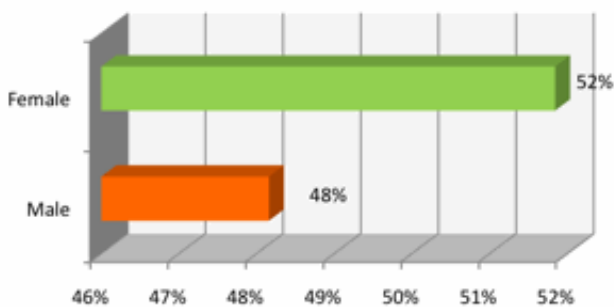
2010 proved to once again be successful in attracting the target demographic of 25-54 years of age with 81% of attendees falling into this age bracket. No longer a surprising statistic, is the uniqueness of the attendees that the **Reinvent Your Career**® attract, with 86% of attendees having not attended any other career expos in the previous 12 months, confirming for the third year now that we reach a previously neglected market.

Couple this with the willingness of attendees to pay for entry would strongly suggest that this is an event that 'Real Age' career people value. Based on our marketing research, the culmination of targeting the emotions of boredom, stagnation and anxiety of returning to the workforce with door charge has provided our exhibitors with motivated career transitioners who are willing to make an investment in their future.

Reinvent Your Career® sponsored over 100 CDAA Professional Career Practitioners to be part of the events which culminated in over 1,600 face to face career checkups. This initiative proved so popular, with demand outstripping the supply of possible checkups that career workshops housing up to 80 people at a time were introduced in 2010.

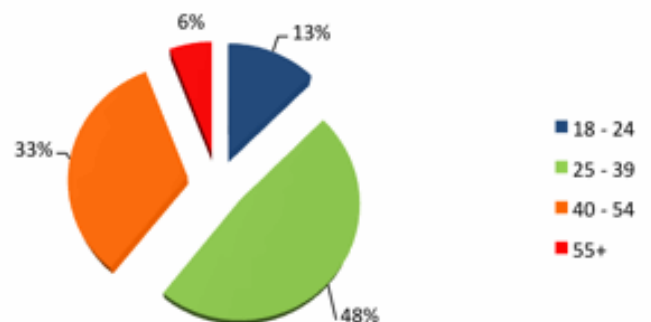
Over 15,000 people attended the **Reinvent Your Career Expo**® nationally

Expo Visitor Gender



- A total of 15,382 'Real Age' career people attended the 2010 Reinvent Your Career Expos
- 52% of attendees were female

Age Breakdown of Attendees



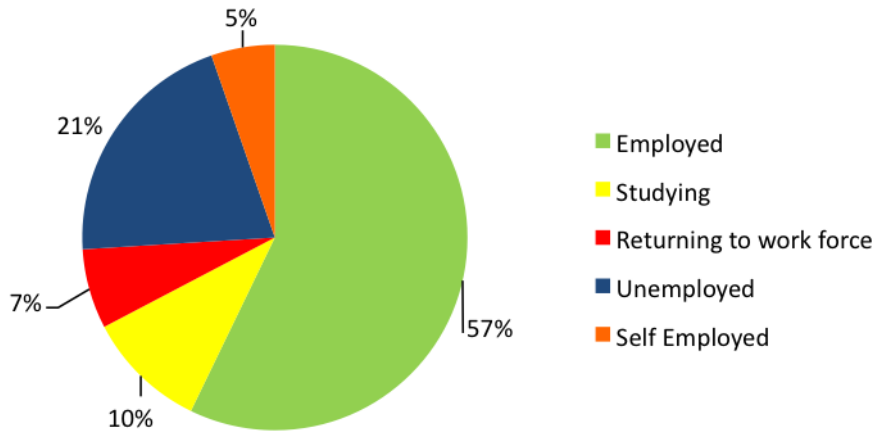
- 81% of attendees were in our primary age demographic of 25-54
- 94% were 18-54

Real Figures

Real Marketing

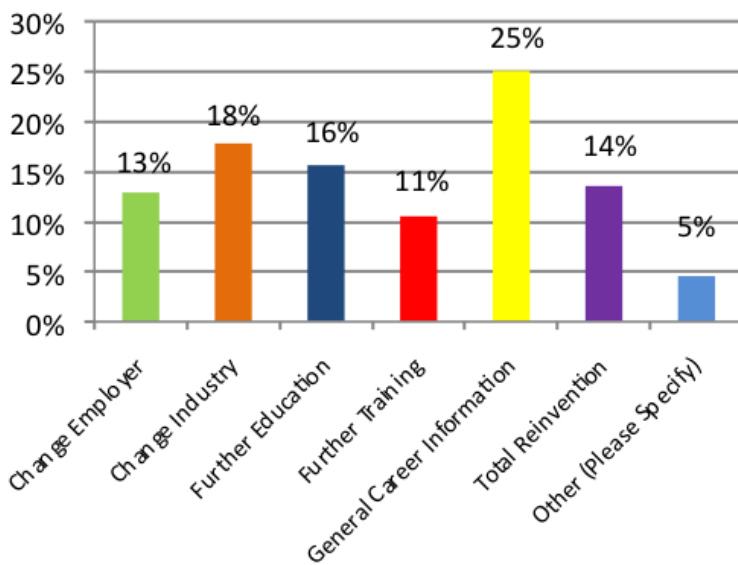
Real Aged
Career People

Current Lifestyle



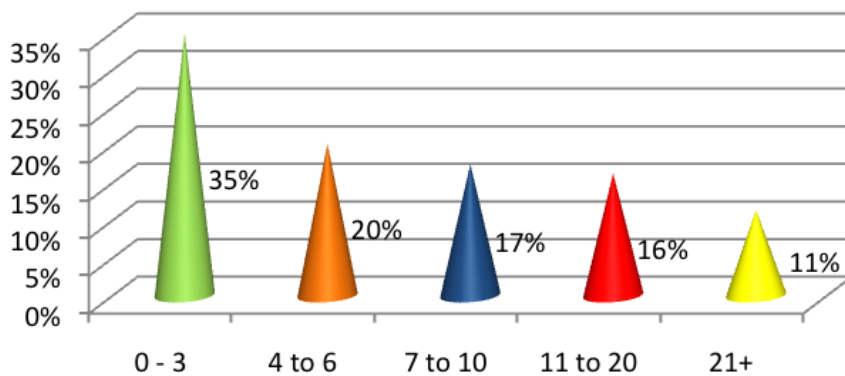
- 57% of attendees were employed, which demonstrates that 'Real Age' career people are motivated to seek a career that better suits their lifestyle and financial requirements

Reason for Attending



- 45% of attendees wanted to change their employer, industry or totally reinvent their career
- 27% wanted further education or training
- 25% were seeking general career information

How long have attendees been in their current industry



- 37% of attendees have been in the same industry for 4 - 10 years
- 63% of attendees have been in the same industry for 1 to 3 years, or 11+ years

**Real
Research**

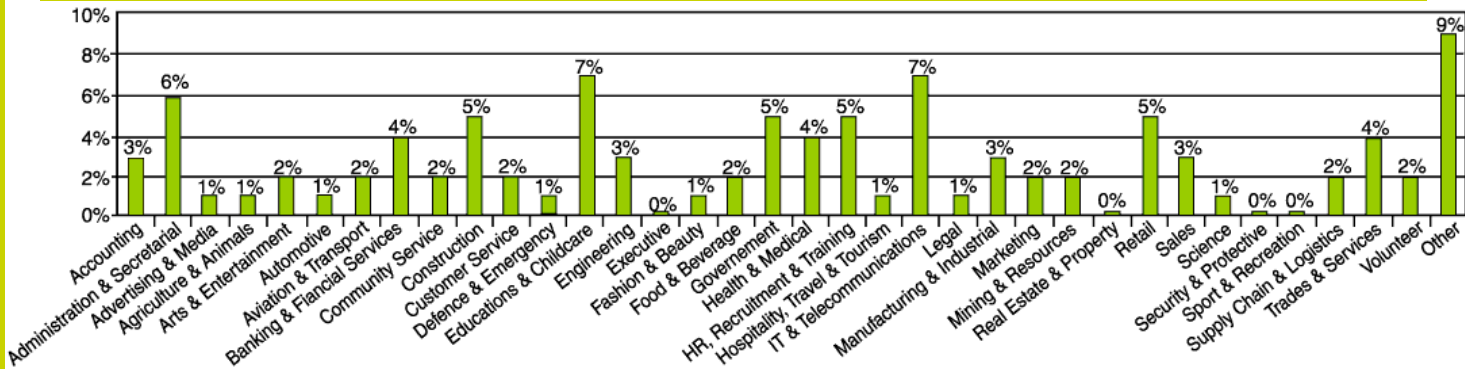


Real Marketing



**Real Aged
Career People**

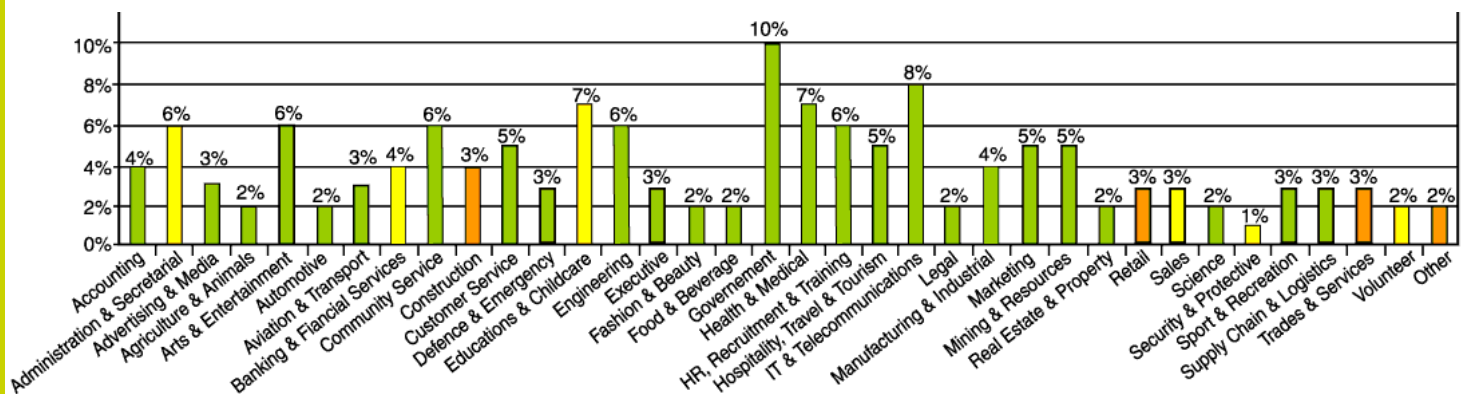
Attendees Current Industry



TOP 5 - Current Industries

1. IT and Telecommunications
2. Education and Childcare
3. Administration and Secretarial
4. Construction
5. Government / Hospitality, Travel and Tourism / Retail

Attendees Ideal Industry



TOP 5 - Ideal Industries

1. Government
2. IT and Telecommunications
3. Health and Medical
4. Education and Childcare
5. Engineering / Arts and Entertainment / Community Services / Hospitality, Travel and Tourism

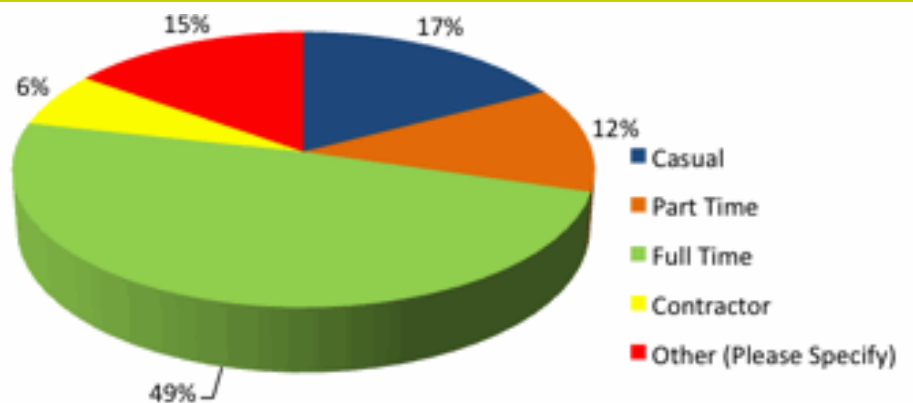
Legend

- Green indicates growth above current industry
- Orange indicates reduction below current industry
- Yellow indicates no change from current industry

Refer to pg.7 for current industry list

Attendees Current Work Agreement

- 55% of attendees were in a full time work agreement or contracting
- 29% of attendees were part time or casual

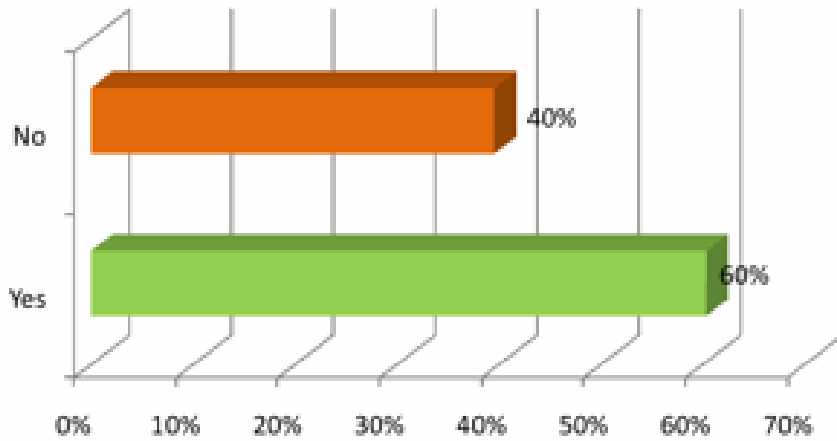


Real Diversity

Real Options

Real Aged Career People

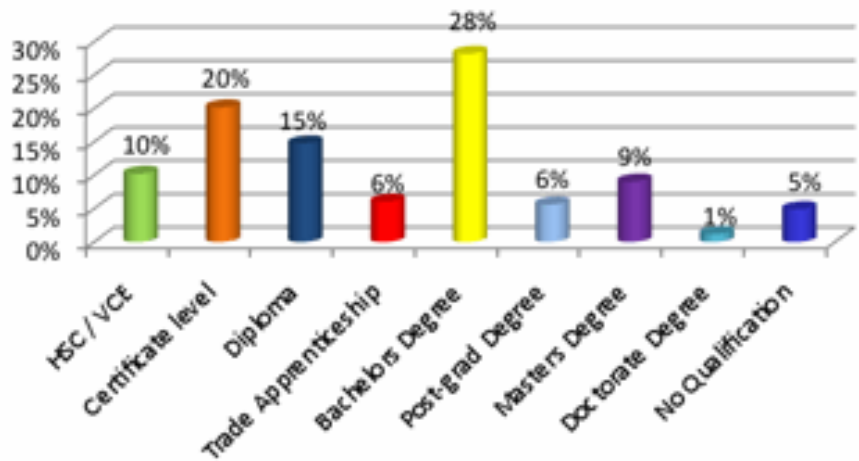
Willing to Relocate for Work



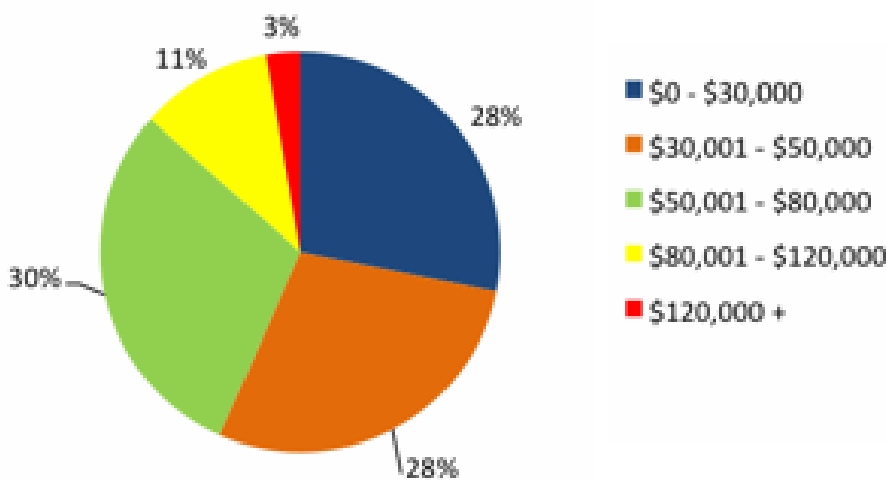
- A massive 60% of attendees are willing to relocate for work if they found the right job

Attendees Highest Education

- 44% of attendees has a University degree or higher
- 41% of attendees has a certificate, diploma or trade qualification
- 15% of attendees had HSC / VCE or no qualification



Attendees Current Salary Bracket



- 56% of attendees earn up to \$50,000
- 44% of attendees earn over \$50,000

Real Knowledge

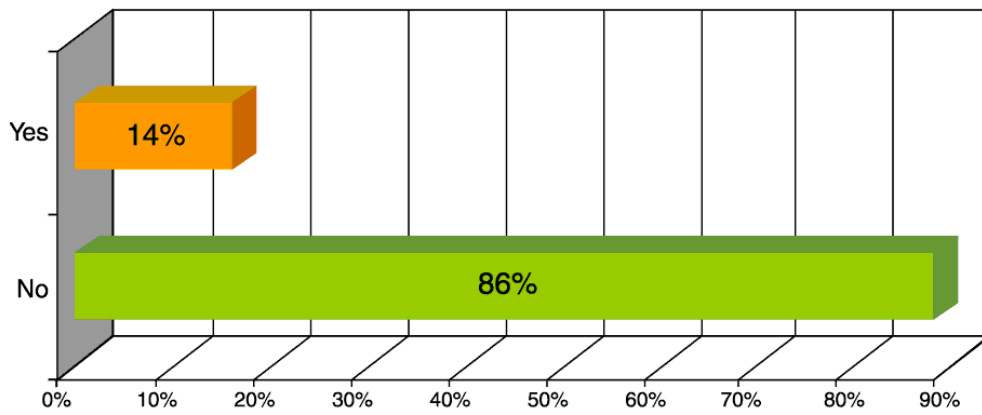


Real Skills



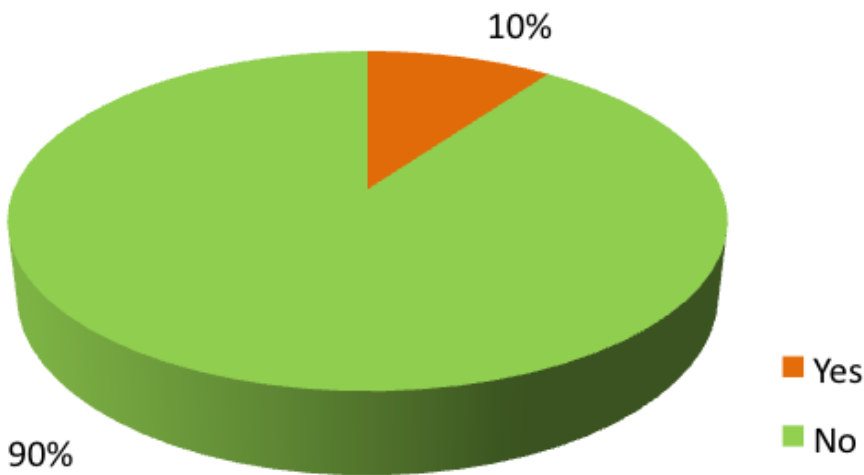
**Real Aged
Career People**

Have Attendees Attended Any Other Career Expo in the Past 12 Months



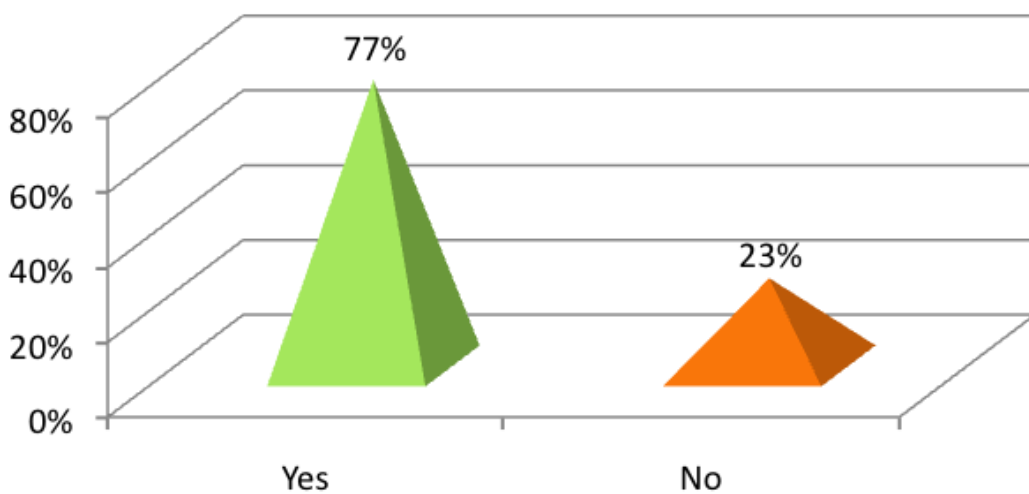
- The 2010 Reinvent Your Career® Expos have once again reached a totally unique market with an overwhelming 86% of attendees having not attended any other career expos in the previous 12 months

Did Attendees Find a Job at the Reinvent Your Career® Expo



- 10% of attendees found a real job at the Reinvent Your Career® Expos in Brisbane, Melbourne and Sydney

Would Attendees Come Back in 2011



- 77% of attendees would attend the Reinvent Your Career® Expo in 2011

Real Knowledge

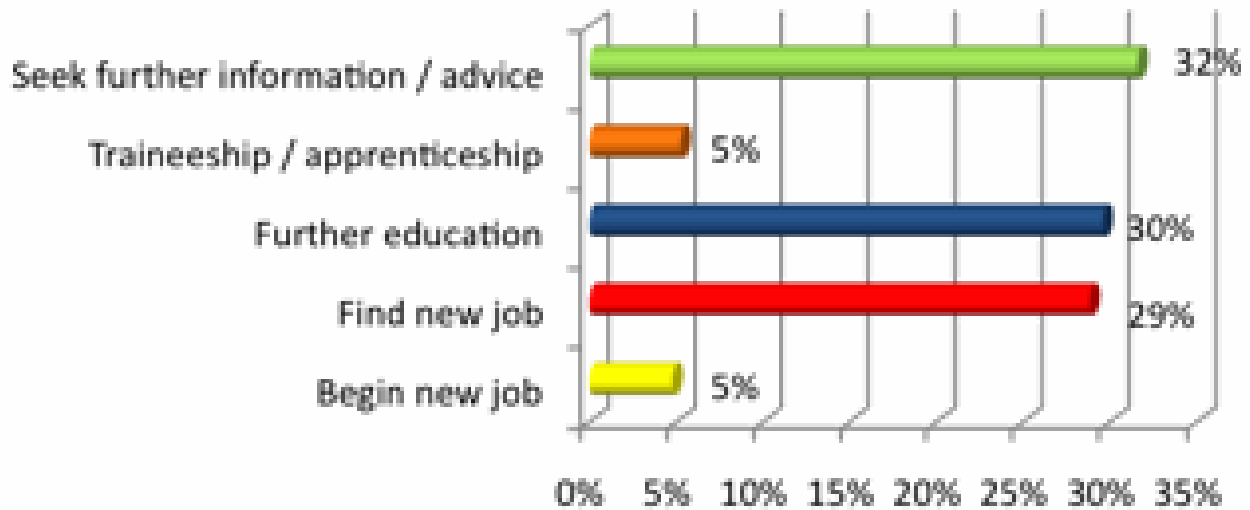


Real Skills



**Real Aged
Career People**

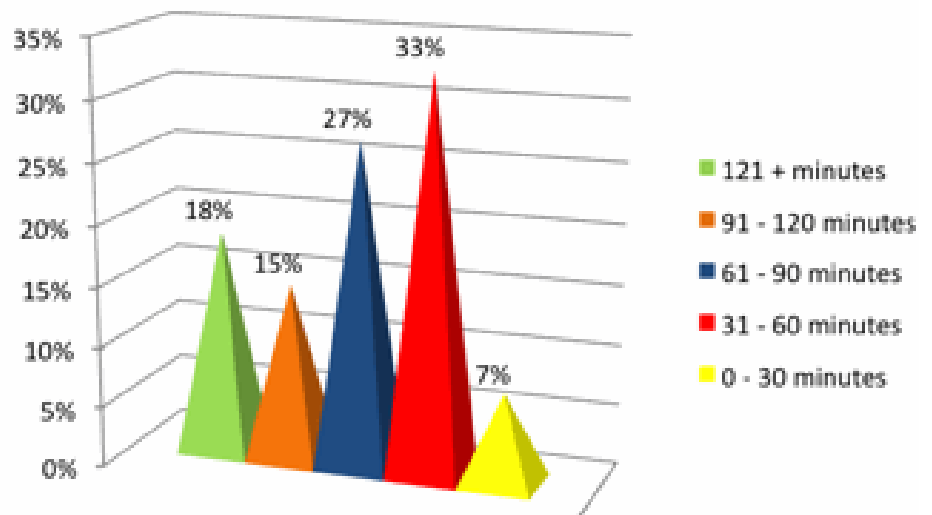
Attendees Next Step Towards Reinventing Their Career



- 30% of attendees will now look at further education in order to reinvent their career
- 34% of attendees will now begin or actively seek a new job, traineeship or apprenticeship

How Long Did Attendees Spend at the Expo

• 33% of attendees stayed at the expo for 1.5 hours or more. With the introduction in Sydney of the 2 day pass option attendees not only stayed longer in 2010 than in 2009, but also attended 2 days in order to see dynamic seminars, participate in career workshops, meet with career counselors, seek resume services and speak face to face with potential employers, educators and trainers



Real Knowledge



Real Skills



**Real Aged
Career People**

Marketing Exposure

RADIO



TELEVISION



PRINT



WEBSITES



TRANSPORT



Real Knowledge

Real Skills

Real Aged
Career People

Testimonials

GOVERNMENT



'The expo gave us the opportunity to showcase the variety of areas within NSW Police Force, such as Police Prosecutors, Forensic Services and General Duties Policing. This was beneficial to adults who were interested in policing, but also to those who perhaps had not previously thought that policing was the career for them. We have met people from a diverse demographic with varying levels of education, work experience and life skills. The centralised area in which we were set up gave us great exposure. This was a very positive experience that provided attendees with a personable and hands on introduction to the NSW Police Force.'

Brendan Searson - Manager, Police Prosecutions



'The staff of reinvent were very professional and friendly. Overall the event was very well organised. We were able to access a large number of enthusiastic candidates. Definitely a worthwhile event.'

Aline Boumansour - Careers Promotion Coordinator



'Reinvent Your Career exceeded our expectations. The Northern Territory Government supported business and industry to attend this event and promote the many job opportunities available in the Northern Territory. We spoke to thousands of potential employees across a wide range of skills which showcased the strength of this event.'

William Moir - Deputy Director Workforce Growth NT



'The demographic of the group was perfect. We received a constant stream of people coming to our stand that were genuinely interested and in the market for positions within our organisation. The event was well managed and went smoothly over both days. Well be back!'

Tim Cole - Human Resources



'This was a fantastic event which saw a good attendance from skilled professionals to those seeking to increase their skills. We had a great response from people who were looking for work and were considering a change of not only career but lifestyle as well. The event was well organised and the workshops seemed to be a real highlight for event attendees. Well done to everyone involved in presenting and organising the event.'

Jan Rooney - Economic Development Officer



'Our organisation promotes the **Reinvent Your Career**® Expo to all industry stakeholders in health and community services in Queensland as a great way to attract experienced as well as mature age workers from all walks of life. We have been very happy with the number of visitors we've attracted to our stand at both Brisbane Expos at which we've exhibited. It's also an effective means for organisations to learn about people's career needs and goals to inform more effective attraction strategies. The purpose of our stand at the Expo was to promote health and community services careers to people looking to make a career transition. Many people who attend the **Reinvent Your Career**® Expo are interested in finding a career that makes a difference and gives back to the community. Our Expo stand was well worth the investment to make contact with this target audience and share our careers information about health and community services in Queensland.'

Sarah White - Project Officer



Testimonials

SERVICE PROVIDER / TRAINER



'It was amazing to be a part of the 2010 'Reinvent Your Career Expo' held in Melbourne on the 10th July. The Expo was very professionally organised and ran smoothly from both a print advertising and exhibitor perspective. Nic and the team made it a wonderful experience for Delwyn and I - our 1st year managing the Reinvent Your Career Expo - Support Guide. The Expo provided an opportunity to connect with current employers and trainers in an environment conducive to a friendly and open discussion and the set up on the day, made it possible for all visitors to easily find the various exhibitors. I look forward to being apart of the 2011 event!'

Rebecca Wainwright - Education Account Manager



'It was wonderful, very helpful for our company to get our name out and for customers to understand what we offer. Thank you to Harry the Hirer and the whole Reinvent Your Career Team for being so helpful.'

Angelique Bellve - Marketing Manager



'When I received the initial advertising email for 'Reinvent Your Career' I had no idea what was involved, who the audience was going to be or size of the expo. After discussion with Rebecca, I convinced management to go ahead with the stand and after my involvement today I definitely agree with my decision. I feel like we have reached out to a large, diverse audience and plenty of interested people to plan our training services for next year. I will have no hesitation in attending again next year.'

Sally Kite - VET Coordinator



'I think it was a worthwhile event - the guests were very much interested in our courses. Warm attendees - easier to engage. Quality leads.'

Felipe Beltran - Marketing Coordinator



'Reinvent Your Career' provides the best opportunity available to showcase our services to adults seeking to expand their career prospects. Thanks so much for another great event.'

Victoria O'Connor - Principal



'Mets have attended the Expo for 2 years and have found it to be very positive. There is a genuine interest with the attendees which is refreshing. We have found this year to have a constant stream of people which allowed Mets to assist people and not rush through communicating information. It has been a rewarding experience to hear peoples stories and then to offer assistance in career choices. Great day, great atmosphere, very positive.'

Vickie Mangu - Marketing Officer



'This is a fantastic opportunity for growth - both from an exhibitor and participants perspective. Reinvent Your Career is an exceptional team of professional event organisers. They make GREAT events. GROWTH THROUGH TAKING THE NEXT STEP.'

Allan Gatenby - Vice President NSW

Testimonials

EMPLOYERS



'We have been the first within the Jim's Group of franchise's to display at the **Reinvent Your Career**[®] expo in Sydney. Having attended other expo's throughout the year, this expo has exceeded our expectations with the amount of interest it generated for our business with good quality enquiries for us to present what Jims Mowing could offer them in regards to a career change. Nic and his team were first class in the organising of the event and ensuring we had the desired results from being involved. I would imagine as a group, we would look to now display Australia wide at the reinvent your career expo to have the opportunity to show Australians other career options that are available to them within the 33 different Jims Group of Franchises.'

Leo Lazich - New Client Manager



'The promotion for the expo was extensive with advertisements across buses, newspapers, radio and television. For a new program such as H2Oz, it was a great way of creating brand awareness in the general public and also at the expo.'

Fiona Mackenzie - Industry Programs Coordinator



'A lot of interest in our display on both days from all walks of life. People who left their details to receive further information on working, volunteering or to simply do a first aid course with St John seemed to be very enthusiastic about the opportunities available. I would recommend the **Reinvent Your Career**[®] Expos to any business looking to recruit and expand.'

Peter Acliatz - Training Officer



'As a National company we exhibit on a regular basis all around the country. The Sydney **Reinvent Your Career**[®] Expo was our first entry into this new market. We found it a refreshing change to deal with people who have a genuine interest in a new future.'

Luke Sheales - National Brand Partner Manager



'Institute of Family Practice, third year participated in the event. We find it beneficial and easy to convert leads and students. We always get a good response and value our involvement. We have always been looked after by the Reinvent Team. This year we needed to be relocated away from a competitor, and this was done without any fuss, so thank you.'

Kim Wilcox - Course Consultant



'We found today mixed with people who were either looking for a total career change or getting into the field they have qualifications for but no experience. A lot of people 25+ who have just realised they need a qualification (trade), but have been busy with other life choices and are now trying to start from scratch in something new.'

Serena / Andrew / Claudia - CRO Consultant



'We were able to meet a range of candidates of varying skills and backgrounds and were able to effectively communicate our company message to them in a comfortable environment.'

Adam Meier - Sales Manager

Testimonials

EDUCATORS



Reinvent Your Career® Expo is a perfect fit for our mature age target market. The expo has also given us exposure to a new Metro Melbourne audience. Fulfilling one of our main objectives; to generate reach and awareness of Chisholm.

Michelle Hunat - PR / Event Coordinator - Chisholm Institute



'The Australian College of Professionals gained a great experience through the **Reinvent Your Career®** Expo. It also gave a great opportunity to network with other exhibitors.'

Vivien Compton - Director of Marketing



'The type of person attending the expo suits and matches the profile of our 'average' student - mature age wanting to study by distance. Great enquiries.'

John Kauter - Manager, Student Recruitment



'The attendance was just what we were looking for. Attendees were genuine in their desire to find future career options and asked well informed and insightful questions. We'll certainly attend next year.'

Sarah Graham - Sales and Marketing



'We were really happy with the quality of the enquiries we received over both days. This event provides us with an excellent opportunity to tap into the non-school leaver market.'

Glenn Jeffery - Student Recruitment Officer



'A very well organised event. Lots of people attending with relevant enquiries. We have had a good stand position this time we'll definitely be back!'

Carolyn Chandler - Sales Executive



'It has been a great day for ISSA at this expo. We have had a huge amount of enquiries and have enjoyed talking with the wide variety of people who attended.'

Chelsea Cleary - Assistant Marketing Manager



'The '**Reinvent Your Career®** Expo' was an excellent event. The opportunity to further the mission of IFSS and reach out to community was a rousing success. There was heavy afternoon traffic resulting in handing out almost all of our material! Showcasing our open day - Saturday 13 November - was also met with high interest. Thank you for the opportunity to brand ourselves further and to inspire people to follow their dreams of a career / life in the film and television industry!'

Shane Bonza - Student / Filmmaker, Marketing Department



'A great day. There was a lot of interest from the attendees. I believe that the event was well attended and well organised.'

Karen Green - Director



'The quality of visitors to the expo were of a very high standard and genuinely interested in our course offerings. I was talked out after 2 days. 2 thumbs up to the Reinvent Crew.'

Dharma Bendersky - Marketing Manager



'We were impressed by the quality of attendees. Attendees were genuinely interested in learning about further education opportunities to either upgrade their skills or begin a new career.'

Allison Glavin - Marketing Officer



he expo provided a diverse range of attendees, which was ideal for the diverse programs we had to present. We felt our presence was a perfect complement to the other exhibitors present, and we were able to present our stall professionally and with our own look and branding. This expo not only allowed us to educate relevant people to our products and services, but also taught us a lot about the other needs of the marketplace. Thank you to the Reinvent team!!'

David Boyce - Media and Communications



'We found the **Reinvent Your Career®** Expo was an excellent way to target mature age students and people looking for a career change.'

Brad Haby - National Sales

Reinvent Your Career[®] .com.au e-mag

The Careers Magazine for Adults

Your organisations banner ad goes here

Your tile advertisement goes here
(Subject to availability)

Your organisation can take up to 3 tile advertisements creating a column advertisement

Concept

reinventyourcareer.com.au e-mag is an Australian first. It's an innovative lifestyle and careers magazine for adults. It communicates with a unique target audience of adults who are vocationally thirsty, frustrated, searching for career serenity and self fulfillment.

Ultimately it's difficult to reach this audience across other media platforms. **reinventyourcareer.com.au e-mag** communicates with subscribers who are at a time in their lives where they have become self motivated to act on gathering relevant information on reinventing their career.

reinventyourcareer.com.au e-mag is written, styled and designed with one primary objective: to connect active adult career transitioners and organisations.

Demographic and Psychographic Profile

So who is reading **reinventyourcareer.com.au e-mag**? Over 5,000 online subscribers have joined so far.

Age:	18 to 24 years	8%	Gender:	Male	47%	Lifestyle:	Employed and seeking options	52%
	25 to 39 years	54%		Female	53%		Returning to the workforce	21%
	40 to 54 years	31%					Unemployed and looking to work	17%
	55 years+	7%					Currently conducting tertiary Studies	10%
							Desire to reinvent their career	100%

Key Editorial Features

- Dedicated one on one profiles about 'Real Age' reinventors whose stories are both informative and inspirational in nature.
- Dynamic insight into 'Where the hot jobs are now and in the future'.
- Pathways - Real advice for reinvention.
- Career Horoscope and other quirky or fun distractions for those who need the lift.
- We invite your organisation to offer any stories you may believe to be relevant. (published stories are at the discretion of the Editor).



Key Branding Opportunities

- **SPONSORSHIP** - Sponsor the **e-mag** and be seen as the premier organisation which allows this dynamic information to be delivered. By positioning your organisation with Flash Banner Ads at the top and bottom of the **e-mag**. Banner ads can be bought together or individually.
- **ADVERTISING** - Side Panel advertising is available on the right hand side of the **e-mag**. You may purchase up to three tiles creating a column advertisement which can achieve direct response for your product or service or impressive brand awareness.

Key Advertising Benefits

- Communicate with a growing membership database of over 5,000 adult career transitioners.
- Sponsoring or Advertising on **reinventyourcareer.com.au e-mag** will give your organisation:
 - Increased employer brand awareness with adult workers
 - Increased education and training brand awareness
 - Increased product brand awareness
 - Increased traffic to your website
 - The ability by way of an offer to capture this unique adult market to your organisations website.
 - The ability to drive revenue through targeted direct marketing and **e-mag** special offers and career opportunities.



Circulation and Delivery - 8 Times Annually

reinventyourcareer.com.au e-mag is circulated eight times every year at the beginning of each month in February, March, May, June, July, September, October, December. It will be emailed with the latest career information to the complete consumer database nationally each time. Due to the email a friend option available which allows easy sharing of relevant stories and information amongst friends or colleagues, readership is more than the database circulation.

Investment Options

E-MAG	Position	Specifications	Buy 1 Month	Buy 2 Months	Buy 4 months	Buy 8 Months
		Width x Height	Casual Rate	Receive 3% Discount	Receive 5% Discount	Receive 10% Discount
Banner Ad	Top / Middle	500 x 60 Pixels	\$500	\$970	\$1,900	\$3,600
Banner Ad	Bottom	500 x 60 Pixels	\$400	\$776	\$1,520	\$2,880
One Tile Ad	Right Side	160 x 160 Pixels	\$300	\$582	\$1,140	\$2,160
Two Tile ads joined	Right Side	160 x 320 Pixels	\$600	\$1,164	\$2,280	\$4,320
Three Tile ads joined	Right Side	160 x 480 Pixels	\$900	\$1,746	\$3,420	\$6,480

*All prices exclude GST

Meet the Managers



Rebecca Murdoch

National Sales Manager

Rebecca Murdoch joined the **Reinvent Your Career®** Team as the National Sales Manager in July 2010 after returning from working overseas.

Rebecca comes with over 25 years' experience in management, sales, training and operational roles across telecommunications, insurance, retail and for the last 11 years within the exhibition and event industry working with some of Australia's largest suppliers.

Some of her career highlights include - working with the 'Commonwealth Games' in Melbourne, 'Melbourne Cup' carnivals and 'Vancouver Winter Olympics'.

A word from Rebecca

"I first worked with **Reinvent Your Career®** as the contract builder for the first exhibition that RYC held in Melbourne in July 2008. Since then I have watched the event grow and become a leader in its field. It's exciting to be involved with the team again and working to develop the exhibition across Australia. With my extensive domestic and international experience in operations, sales and overseeing product development, I look forward to building the team at **Reinvent Your Career®** from a product experience perspective. My extensive experience in working with organisations from all levels of the business community has allowed me to launch fresh concepts and deliver the desired customer outcomes. My focus is growing the **Reinvent Your Career®** Expos in the 'Real Age' market where people of all walks of life and at all stages of their career development are given a platform to grow, educate, up skill and reinvent themselves."

Elyse Hocking

Marketing Manager

Elyse joined the **Reinvent Your Career®** team mid-2010. Elyse has worked in the employer branding, events and marketing industry for nearly 5 years and has worked with Nic previously in the youth sector, and understands the need for a 'real age' event for career seekers outside of school leavers. A career highlight was between 2008 - 2010 when Elyse's team were responsible for increasing recruitment numbers into the Australian Defence Force in Health, Engineering and Technical Trades using diverse communication platforms. The success of this team nationally saw an increase of enquiries in these areas of between 75% and 200%. Elyse has extensive experience in the event industry and product and brand management and brings a long term strategic approach to the Marketing Department. Elyse is heavily customer service focused and offers the team a vibrant nature and dedication to the growth and success of **Reinvent Your Career®**.



A word from Elyse:

"2011 will see our marketing focus on new ways to expand the **Reinvent Your Career®** Expos, on both an exhibitor and consumer level. Our marketing strategy will incorporate a strong mainstream media campaign of television, radio and print, as well as a stronger online and social media presence all year round. I am passionate about the product we have and want organisations to understand the complexity of what **Reinvent Your Career®** is able to offer in terms of forming part of the solution to employer brand, skills shortage and attraction and retention issues. On a consumer level our focus is to provide 'Real Age' career seekers with a wealth of careers and employment information to really help people change their lives. I love the consumer testimonials after each event; they reiterate the need for what we do and provide the team and I career satisfaction."

Anna Watson

National Event Manager

Anna has been with **Reinvent Your Career®** since its early days in 2007. Anna has extensive experience as an Event Manager and has worked for major organisations including Melbourne Grand Prix, AFL, Australian Open Tennis, Variety Club Bash (SA), and the Melbourne 2006 Commonwealth Games. 2011 will be the seventh year that Anna has been working on careers and employment events, and in the employer branding industry. Anna is passionate about **Reinvent Your Career®** servicing a previously neglected market and enjoys being hands on at the events. Anna has a calm approach to the events and is flexible in ensuring that exhibitors requirements are met and that they enjoy their exhibiting experience.



A word from Anna:

"My goal for 2011 is to once again provide the facility and environment for anyone to participate and discover their passions, which may lead to new ideas on their career aspirations!"



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